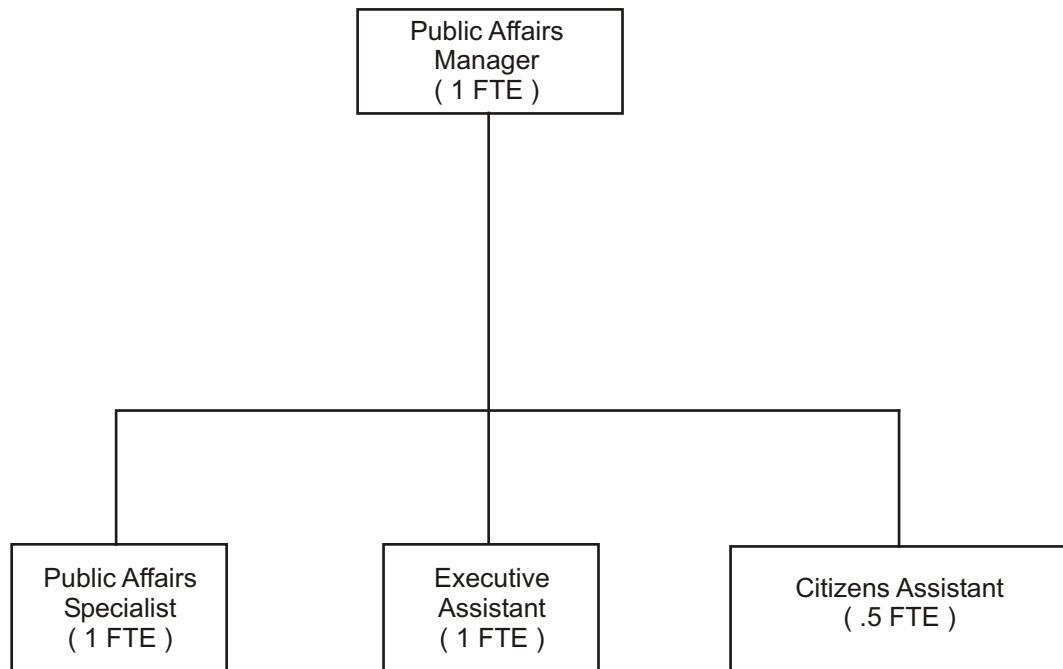




## Public Affairs and Citizens Assistance (3.5 FTEs)



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## PUBLIC AFFAIRS & CITIZENS ASSISTANCE

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### Mission:

To increase public awareness and understanding of City of Durham government by developing, supporting and managing effective and timely communications regarding services and events; and to provide excellent customer service to citizens.

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### PROGRAM DESCRIPTION

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#### Public Affairs

**\$ 547,175**

**3.5 FTEs**

The Public Affairs & Citizens Assistance Office manages the communications needs of the City of Durham government through effective and proactive media, community, and employee relations and activities. The Office also works with City departments to respond to citizen concerns and to provide excellent customer service to employees and citizens.

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### RESOURCE ALLOCATION

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	Actual FY2001-02	Adopted FY2002-03	Estimated FY2002-03	Adopted FY2003-04	Change
Appropriations					
Personal Services	\$ 231,667	\$ 247,445	\$ 277,045	\$ 232,975	-5.85%
Operating	116,440	124,163	92,659	314,200	153.05%
Capital	-				
Total Appropriations	\$ 356,107	\$ 371,608	\$ 369,704	\$ 547,175	47.25%
Full Time Equivalents	4	4	4	3.5	(0.5)
Part Time	-	-	-	-	-
Revenues					
Discretionary	\$ 356,107	\$ 371,608	\$ 369,704	\$ 547,175	47.25%
Program	-	-	-	-	
Total Revenues	\$ 356,107	\$ 371,608	\$ 369,704	\$ 547,175	47.25%

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### BUDGET ISSUES FOR FY 2003-2004

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- This budget supports external communications efforts that reach broad and targeted audiences, including: Citizens Reports; Citizen newsletters in water bills; INFOcorner; print advertising for informational purposes and for brand establishment and promotion; City Manager's Office/Council designated special events promotion; crisis management and planning and issues management.
- This budget supports ongoing internal communications, including an employee newsletter; CityTalks and CityRaps promotion;
- This budget will support increased awareness for Citizens Assistance, including INFOline and marketing communications efforts

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### UNFUNDED ITEMS

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- Public Affairs has no unfunded items.

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### COMPLETED INITIATIVES FOR FY 2002-2003

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- Continued "Good Things" campaign through advertising and other promotional activities
- Continued to establish City Government Tours for school-aged children
- Continued to coordinate advertising and media buys citywide to maximize cost efficiency
- Supported major recruitment efforts for key City personnel
- Continued to initiate promotional efforts for Infoline, Citylife and InfoCorner
- Continued to coordinate/support City of Durham events to achieve maximum success
- Continued to strengthen communications efforts to increase awareness of City of Durham internal objectives, services and special events (CityTalks, Community Talks and newsletters)
- Assisted in hiring a Customer Service Specialist

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### DEPARTMENT INITIATIVES FY 2003-2004

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- Implement the Durham *First* Initiative
- Strengthen awareness and increase satisfaction of customer service through the Customer Service Call Center
- Continue to establish City Government Tours for school-aged children
- Continue to coordinate centralized communications efforts, including advertising and media buys citywide to maximize cost efficiency
- Continue to strengthen communications efforts to increase awareness of City of Durham internal objectives, services and special events (CityTalks, Community Talks and newsletters)

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### GOALS, OBJECTIVES & STRATEGIES FOR FY 2003-2004

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**GOAL:** *To inform and educate employees and the public about City of Durham services and events through effective communications strategies.*

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**OBJECTIVE:** To increase awareness among employees and the public about City of Durham services and events through media relations, community relations and marketing materials.

**STRATEGIES:** Respond to and initiate media contacts within a mutually agreeable time frame; assist managers in community relations and support production and coordination of marketing materials.

<b>MEASURES:</b>	<b>Actual FY 2002</b>	<b>Adopted FY 2003</b>	<b>Estimated FY 2003</b>	<b>Adopted FY 2004</b>
# of media calls initiated and responded to	N/A	120	120	120
# of community events attended/presentations	N/A	24	24	20
# of contacts with departmental representatives for media support or communications needs.	N/A	80	80	50

**OBJECTIVE:** To increase internal communications in order to enhance employee awareness and support of City of Durham objectives and goals.

**STRATEGY:** Produce timely communications materials to support organizational needs and to support department leaders in communications needs with employees.

<b>MEASURES:</b>	<b>Actual FY 2002</b>	<b>Adopted FY 2003</b>	<b>Estimated FY 2003</b>	<b>Adopted FY 2004</b>
Provide deliberate opportunities for senior managers to meet with staff	N/A	4	4	4
# of communications with department heads and/or employees to respond to needs and/or provide organizational information or communications materials support	N/A	10	15	10
Increase number of employees who feel that the newsletter and CityTalks are effective means of communication.	N/A	N/A	50%	75%
# of employees who attend CityTalks	N/A	N/A	600	660

**OBJECTIVE:** To increase overall satisfaction with customer service to employees and citizens.

**STRATEGY:** To increase awareness and satisfaction of customer service and respond to customer service calls/requests within 24 hours.

<b>MEASURES:</b>	<b>Actual FY 2002</b>	<b>Adopted FY 2003</b>	<b>Estimated FY 2003</b>	<b>Adopted FY 2004</b>
% of calls from citizens returned within 24 hours	N/A	N/A	95%	95%
Survey customers to determine overall satisfaction rate of customer service response	N/A	N/A	N/A	75